



MEMORANDUM

DATE: March 20, 2023
TO: Honorable Mayor and City Councilmembers
FROM: Dave Perrault, City Administrator
SUBJECT: Arden Hills Survey Discussion

Budgeted Amount:
N/A

Actual Amount:
N/A

Funding Source:
N/A

For Council Consideration

Council should consider providing direction on bringing back more information on a survey (TCAAP specific or community-wide).

Background

At the last City Council meeting, the Council directed Staff to bring back a discussion at the work session on a possible survey of Arden Hills' residents. The discussion at the Council meeting stemmed from a resident comment regarding surveying current residents and what they would like to see happen on TCAAP. Following those comments, it was also discussed in the context of a community-wide survey, which would go beyond TCAAP and open up feedback for the community as a whole. Some other cities do similar surveys, for example, Little Canada does a community survey every five years with Morris Leatherman. Their last survey was in 2018 and was roughly \$25,000. If Council would like to do a survey (TCAAP or community-wide), Staff would recommend engaging with a professional group such as Morris Leatherman or Polco. An example of Little Canada's survey with Morris Leatherman can be found here (<http://www.littlecanadamn.org/505/Community-Survey>) and here is a link to Shoreview's Polco page (<https://polco.us/n/res/profile/shoreview-mn>). A survey could be conducted internally, but would require a large commitment from Staff and Council. Should Council want to move forward with a consultant to assist with the survey, at a following work session we could invite the consultants in to give a brief presentation or simply request proposals from each.

To move this item forward, Staff would need direction on the following:

- Does Council want to do a survey?
 - Is the survey specific to TCAAP or is Council envisioning a larger community-wide survey?
- Does Council want to engage with a consultant to assist with the survey?

- If so, how does Council want to review proposals?
- If Council wants to conduct the survey internally, does Council want to assign one or two Councilmembers to assist with development of questions, methodology, and rollout and marketing of the survey?
- What is the timeline for this survey?

Budget Impact

Currently, the City does not have a survey budgeted and it can be anticipated that a community-wide survey would cost in the realm of \$30,000.

Attachment

N/A